

CASE STUDY

When the internet goes out, this Quick Service Restaurant relies on a seamless and secure backup

How VikingCloud's Cellular Failover Service solves internet connectivity challenges for QSRs — and other multi-location businesses.



**BRINGING SECURITY
AND COMPLIANCE
TOGETHER**

CASE STUDY

VikingCloud

VikingCloud provides end-to-end managed security and cutting-edge, customer-focused solutions to monitor, assess, mitigate - and even predict - cybersecurity, compliance, and operational risks for millions of companies around the globe.

We are the partner of choice for tens of thousands of global QSR organizations and multi-location business owners with a full suite of managed security and compliance technology solutions and a team of experts who ensure a company's revenue, reputation, and customers are protected 24/7/365.

The Customer

Industry

Quick Service Restaurant

Location

U.S. headquarters;
global locations

Number of locations

7,000+

\$1B+ in digital global
sales in 2022

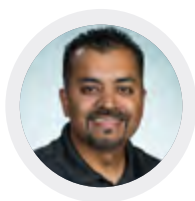
Introduction

Uninterrupted internet access is a must-have for any business. That's especially true for Quick-Service Restaurants (QSRs). After all, no internet can mean no orders - a huge issue considering that nearly 85% of restaurant orders are non-cash. Processing credit cards offline is also a major cybersecurity risk. A large QSR organization recognized that risk and wanted to ensure that its 7,000 locations - some located in rural areas with connectivity challenges - were never without internet access.

The QSR already relied on VikingCloud's Managed Security Services (MSS) to provide proactive security and compliance solutions. Based on the success of its partnership with VikingCloud, the QSR expanded its PCI compliance bundle to include Cellular Failover Service. The VikingCloud solution provides a secondary cellular connection so that restaurants can conduct business as usual rather than face hours - or even days - of disruption.



Internet connectivity is paramount. It's how QSRs engage with their customers. VikingCloud ensures that there is always a path to the internet and that no QSR ever has to store credit cards offline.



Kamran Chaudhary,
VP, Solutions Engineering,
VikingCloud



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The Challenge

In the event of an internet outage, any number of the QSR's thousands of locations were at risk of losing the ability to:

- **Receive and process online orders.** Digital orders have soared 300% since 2014. Losing online access can result in missed orders or credit cards that are never processed at all—literally leaving money on the table. If customers can't reliably place their orders, they won't return.
- **Mitigate compliance risks.** When a QSR loses its internet connection, it has to process credit card transactions offline, exposing the store to security threats and jeopardizing its Payment Card Industry (PCI) compliance.
- **Communicate with HQ.** The QSR organization needed a secure pathway to its stores to update menu boards, inventory, and back-office systems across their network of stores.
- **Remain in good standing with third-party delivery services.** Third-party delivery platforms use complex algorithms to detect how quickly a QSR location fulfills its orders. The better the QSR does, the more drivers that delivery services send to a store's area, and the higher the restaurant ranks on the app's search results.

The Solution

The QSR's leaders realized that simply having an internet provider wasn't enough. Each store also needed a backup cellular connection for when the primary connection goes out. That's why the organization, which contracts with VikingCloud's Managed Security Services, also added Cellular Failover Service to its bundle. Cellular Failover Service automatically shifts the store's traffic to a secondary cellular connection whenever there's a network disruption. Here's how it works:

- The Cellular Failover Service constantly monitors the cellular connection to ensure it's always active.
- If the primary connection fails or goes offline, the secondary route accepts traffic. Companies can choose to send only business-critical data – say, credit cards or digital menu boards – saving on bandwidth and improving speed.
- VikingCloud experts work behind the scenes to contact Internet Service Providers (ISPs) on behalf of customers to swiftly get business back up and running.
- When the main internet connection is restored, the backup service reverts to a passive mode watching for the next disruption.

Where VikingCloud's Cellular Failover Services Outshines the Competition

VikingCloud's Cellular Failover Service is a seamless, stress-free, and hands-off experience for the customer:

- There's no need to operate software, restart firewalls, or worry the cellular connection won't work when needed most.
- VikingCloud's team of experts regularly test the clients' primary and secondary internet connections to ensure that if the primary connection fails, the secondary route is active and ready to accept traffic.
- And thanks to VikingCloud's AI-powered Asgard Platform™, clients are never in the dark about the state of their internet connection. With the platform's 24/7 monitoring capabilities, clients can see in real time when an outage happens, how much bandwidth is being used on the Cellular Failover Service, and the health of their WAN network.

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The Results

Then and Now

In the past, when one of this QSR's locations lost internet connectivity, that could mean lost money and time and increased security risk. By contracting with VikingCloud's Cellular Failover Service, that has all changed.

From uncertain sales to protected transactions

Then: Before using VikingCloud's Cellular Failover Service, if a store lost its internet connection, the point-of-sales system stored the credit card numbers locally, then processed them once the store regained its connection. The problem? Sometimes those transactions were never processed, credit card information was not stored safely, and stores might become noncompliant with PCI requirements. In an average month, 25 percent of businesses suffer an internet outage from their primary cable, fiber, or other internet provider. The average number of outages per impacted business is nearly three times per month. The result: Frustrated customers and lost revenue estimated at nearly \$250,000 annually.

Now: Because Cellular Failover ensures the QSR always has a pathway to the internet, stores don't have to store credit card numbers offline, keeping customer information protected and potentially preventing thousands of dollars in lost sales during a prolonged outage.

From unreliable connection to secure speed

Then: The QSR company's rural locations often don't have cable or fiber, so they rely on cellular or DSL as their primary internet connection.

Now: With VikingCloud's Cellular Failover Service, the network is constantly monitored to ensure a reliable end-user experience by load balancing the internet traffic. This improves digital order and credit card processing times. Cellular service is also at least 10 times as fast as DSL, especially in rural areas.

From outage hassles to outage handled

Then: In the past, a store's owner or manager needed to deal with internet outages on their own—often spending valuable time on hold and troubleshooting with internet providers.

Now: With VikingCloud's proactive Managed Broadband Service, troubleshooting begins behind the scenes as soon as VikingCloud detects an outage. VikingCloud alerts the clients and jumps into action, removing the hands-on hassle of an internet outage, saving the QSR's stores at minimum one to two hours per outage. Kamran Chaudhary, VP, Solutions Engineering, VikingCloud, says:

“ We make the call to the internet provider, triage the issue, troubleshoot it, and then own the ticket until it's closed.

Conclusion

This QSR knew that an always-available internet connection was critical to modernizing its operation, protecting its growing digital revenue, and staying compliant with PCI regulations. With VikingCloud's Cellular Failover Service, the organization now has the peace of mind that comes from a reliable and proactive service that keeps the registers ringing even when the primary internet connection fails.



Why VikingCloud?

VikingCloud provides global end-to-end cybersecurity and compliance solutions. We deliver cutting-edge ways to secure networks, maintain compliance, and complete assurance testing and assessments to many of the world's leading brands.

For more information

Please visit
vikingcloud.com

Contact us

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or visit vikingcloud.com/contact-us

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